

destinyrivera

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Education **B.A. Graphic & Interactive Design**
Moravian University, Bethlehem, PA

Experience **Digital Media & Print Designer**
Greater Easton Development Partnership June 2021-Present

- Partner with Communications and Marketing team to create posters, signage, brochures, billboards, social media graphics, etc. to increase public engagement, promote sponsors, and strengthen visibility.
- Coordinate print advertising campaigns and collateral production while ensuring timely delivery, brand consistency, and audience engagement across community programs and events.
- Set art direction and graphic standards for logo design and development for GEDP and sub brands.
- Collaborate with the Communications and Marketing team in the conception, creation, and implementation of unique campaigns that support promotions, sponsorship goals, and other activities.
- Manage simultaneous marketing projects under tight deadlines.
- Work with external vendors and partners.

Freelance Social Media Designer

St. Luke's University Health Network April 2021-December 2023

- Designed and developed branded social media content to support audience engagement and marketing goals.
- Collaborated with social media and communications team to maintain brand consistency across digital campaigns and promotional initiatives.
- Produced digital advertisements and web banners aligned with campaign objectives and audience targeting strategies.

Skills

- **Adobe:** Illustrator, Photoshop, InDesign, After Effects, Premier Pro
- **Google:** Drive, Docs, Slides, Analytics, Meet
- **Microsoft:** PowerPoint, Word, Excel
- Bluehost, Wordpress, Wix, Monday.com, Basecamp, Mailchimp, SurveyMonkey, Zoom, Dropbox, Flickr